



## Audience Analysis Worksheet

Describe each characteristic fully.

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| <p><b>COP Membership</b><br/>(Identify the COP from which this audience is analyzed.)</p>  | <p>The Association of Fashion Historians (AFH) is a professional organization founded in 2097. Its members possess a range of expertise and strive to document and understand changes in popular dress. Our particular subcommittee formed first to research chronological correlations between the environment and attire, dating from 2000 to the present, and then to use this research to create an accessible museum exhibit.</p>   |
| <p><b>Effects on COP</b><br/>(Identify possible biases of the group's COP membership that could affect the analysis.)</p>  | <p>By our linking environment and fashion only, we have likely minimized other relevant factors, such as social convention. The previous government's agenda to homogenize the populace, the rise of cultural conservatism, and the fluctuating trends were omitted in part so as to maintain coherent focus.</p>  |
| <p><b>Audiences</b><br/>(Who are the intended audiences? What are their purposes? Do you need to consider differences among the initial, primary, secondary, and external audiences?)</p>  | <p>Museum patrons are the intended and primary audience. Varying in purpose, some will visit as tourists to the area, some as academics, some as interested locals. We expect all groups to come desiring a fresh and comprehensive presentation on our collective history.</p> <p>Our initial audience will be fellow AFH members and the museum board, who will assess the document as our colleagues. Secondary audiences include those who choose to read the booklet or download the information packet. External audiences may include those living in wilds colonies who access the exhibit via handheld console, and our future generations, who may integrate the information into a general resource.</p>  |
| <p><b>Contexts in which the document will be used</b><br/>(Where will the audiences access and use the material? What distractions will they face in the physical and political context? What are the audiences' working conditions (e.g., access to email, available time?)</p> | <p>The audiences will access and use the material primarily from within a museum exhibit on environment and dress. Also, the information will be available in booklets from the museum, the AFH tower, and a number of other locations to be determined. Cerebrum-downloads can be had from household consoles and from designated public consoles.</p> <p>Physical distractions for museum visitors should be minimal, but possibilities include crowding and noise, such pedbelt disruptions as sudden acceleration and/or halting, and faulty hologram projections. Those opting for a cerebrum-download should be advised of potential post-data headaches and/or overstimulus disorientation.</p> <p>Interested parties could contact either the museum or the AFH tower for the exhibit showing times, as well as booklet and cerebrum-download locations.</p> |
| <p><b>Purposes, attitudes and motivations</b><br/>(What are the attitudes of the audiences? What factors might contribute to their resistance or receptivity? How might these factors influence the way they read a document, listen to an oral presentation, or</p>             | <p>We anticipate the general audience attitude to be one of curiosity. Most museum patrons will be too young to remember pre-Enclosure days, and so will not have first-hand knowledge of the subject. These citizens would be interested in understanding how early Enclosure society developed the rigid codes that lasted until the Revolution. What with the gradual reopening into the wilds, many will have some experience with</p>   |

not sure about this - maybe suggest making a separate section for this

Intense structure is

meaning unclear

unclear

nice

nice

nice  
 great

kiosks - like ATM

|   |  |
|---|--|
| <p>view a visual? How can you decrease resistance and increase receptivity?)</p> <p><i>need</i></p>   | <p>and understanding of environmental issues like UV radiation. We also expect resistance from a small faction called The Purists, who reject even the mention of Pre-Enclosure days in their mission to keep humanity forever separate from the outside.</p>  |
| <p><b>Prior knowledge about this topic</b><br/>(What level [high school, 2- or 4-year college, graduate school] and kind (theoretical or practical focus) of education do you anticipate that the audiences have? How does this affect your plans for the document, oral presentation, or visual? How much on-the-job experience do the audiences have? How does this affect your plans?)</p> | <p>This exhibit will be accessible to the general public, but we anticipate that the core audience will possess at least Level 18 Accreditation. All patrons would have prior knowledge regarding the environmentally driven evolution of dress, but Level 18s would come to the exhibit wanting a depth and breadth of information that exceeds their own. We will write the document and arrange the graphics with this core audience in mind, while still maintaining accessible information for those who have not acquired Level 18.</p> <p><i>Examples here would work well<br/>ask me in class for an example</i></p> |
| <p><b>Reading Level</b><br/>(What is your best estimate about the level of material the audiences can handle without difficulty? How can you make the document more accessible to audiences? How have you used visuals and document design to aid reading?)</p>   | <p>In our estimation, the audiences will be able comprehend the relevant political circumstances and the affects of environmental factors on dress. Such technical aspects as supplemental graphics and clean document design will further guarantee understanding.</p> <p><i>maybe indicated what kind of graphics would help</i></p>   |
| <p><b>Organizational Role</b><br/>(What are the audiences' positions in the organization? What professional experiences and organizational roles do the audiences have? Job title? Areas of responsibility? Years of experience? Familiarity with the subject? How do these factors affect what they need to read? What constraints are at work?)</p>   | <p>The audiences are not AFH members, but they are the reasons for our research. Patrons direct our projects through their voiced interest and they are in essence our subjects—humans have affected environment, environment has affected dress, and humans continue to dress. Through this, they are likely to identify with the subject.</p> <p><i>Sentences unclear</i></p>  |

*Very good revision.  
Creatively thoughtful.  
Some difficult and unclear sentences, but mostly good.  
4 (do revise for a 5).*